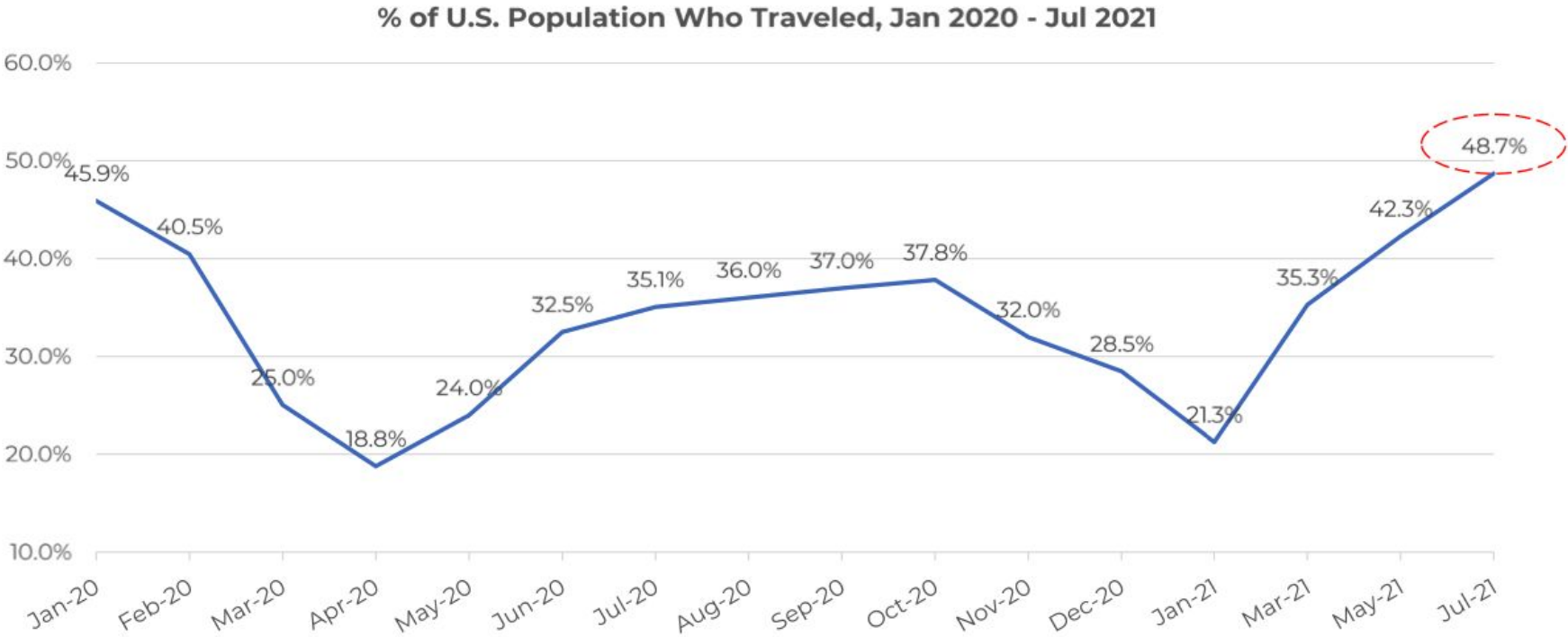


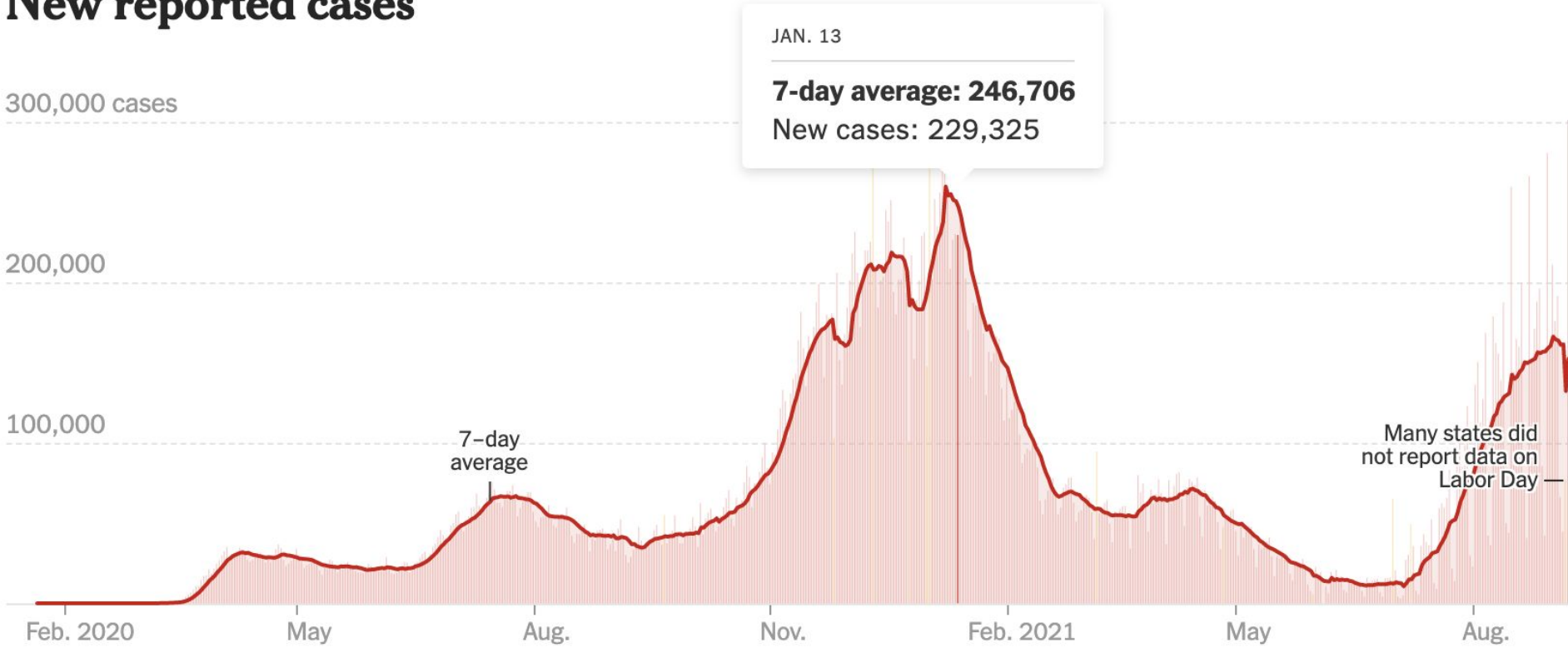
Travel Trends

Travel Rebound Continued in July

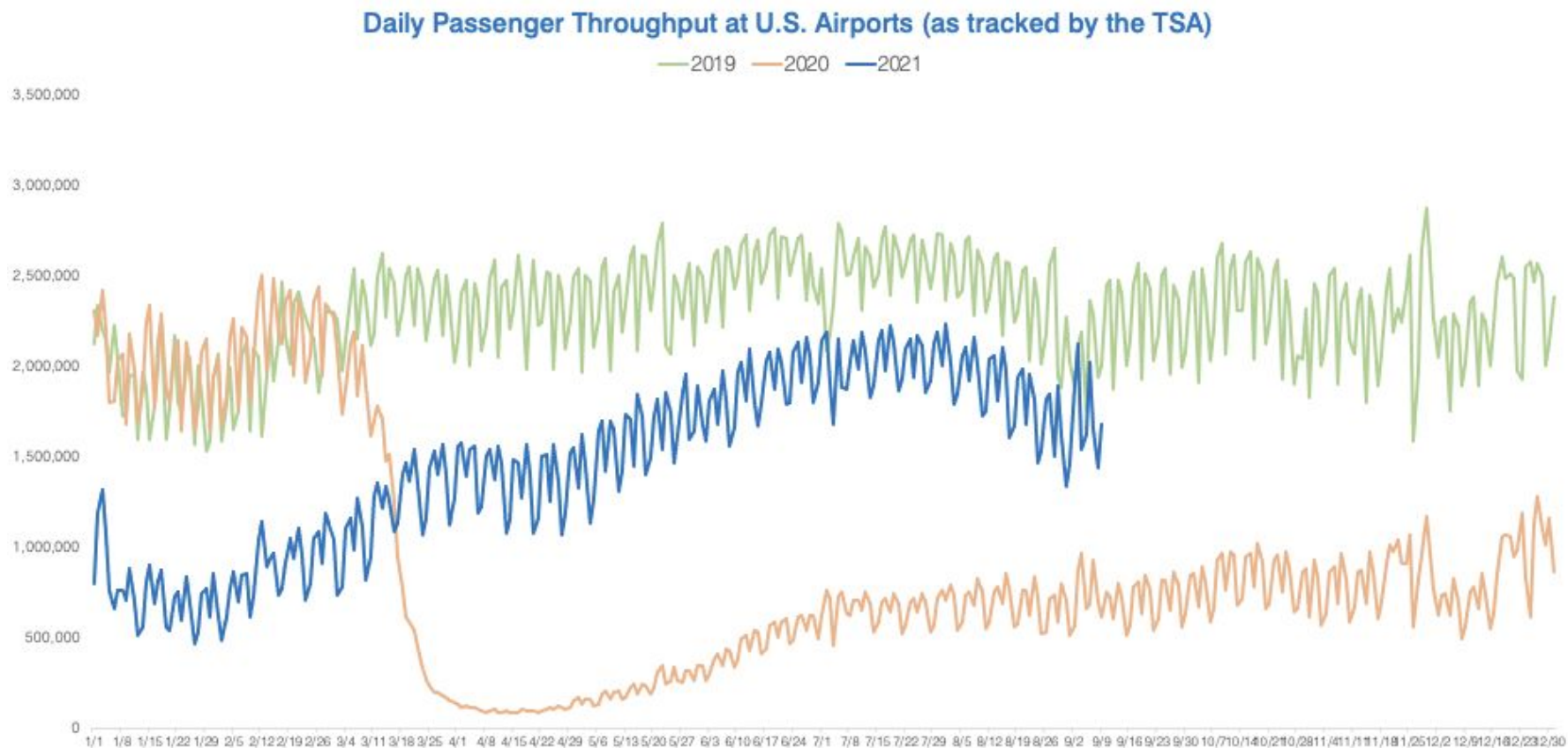


Monthly n = ~1000
Source: Skift Research, August 2021

New reported cases



TSA Daily Air Travel



What one word best describes how you feel about travel right now?



Destination Analysts: Wave 73, September 3, 2021

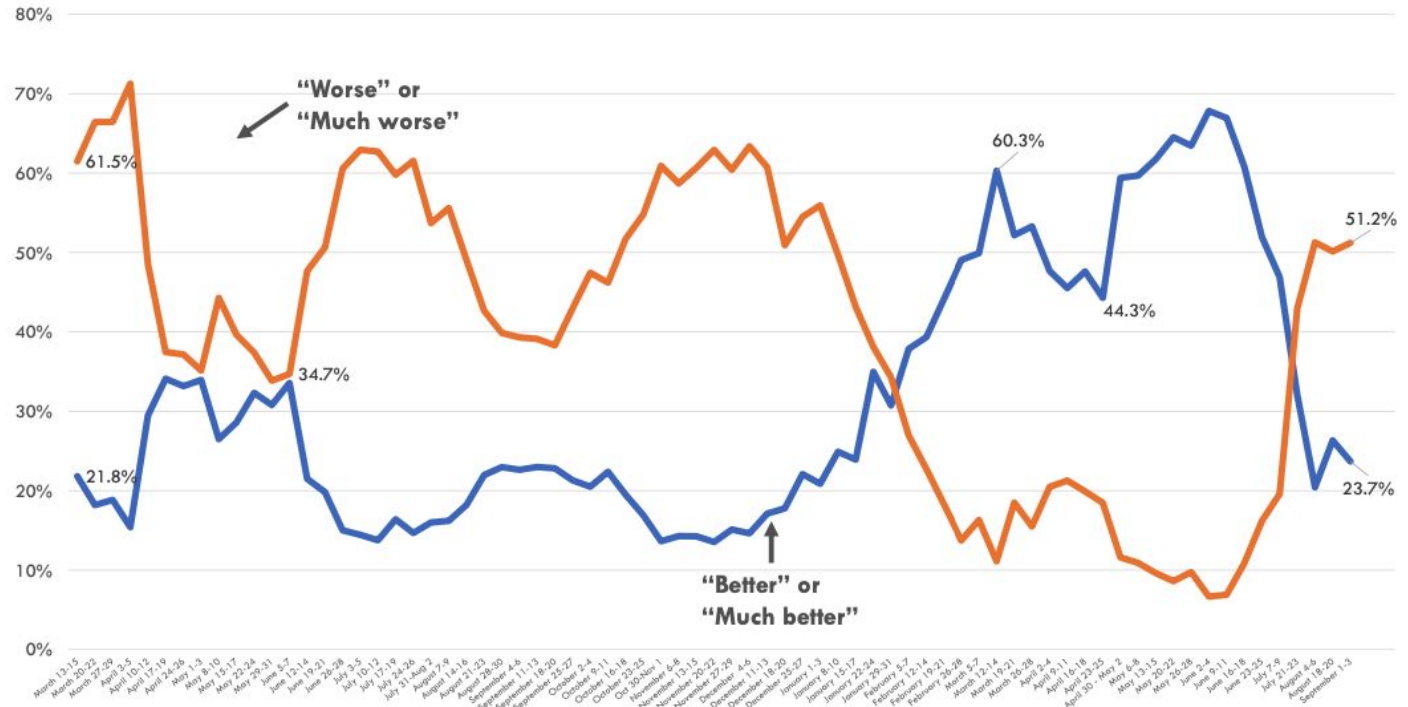
59.4% of travelers state that recent news about increasing “Delta” cases makes them less interested in traveling right now.

Expectations for the Coronavirus Outbreak:

Question: In the NEXT MONTH, how (if at all) do you expect the severity of the coronavirus situation in the United States to change?

In the next month the coronavirus situation will get

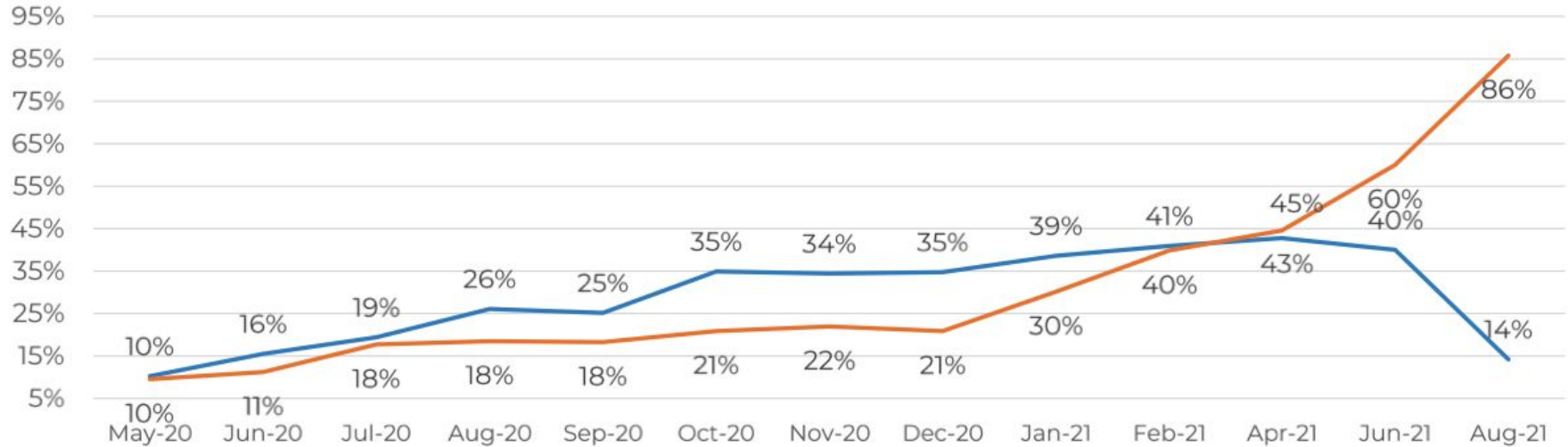
(Base: Waves 1-73. All respondents, 1,200+ completed surveys each wave.)



Expectations for the Coronavirus Outbreak:

Expected Time When COVID-19 Will Be Under Control, May 2020 - Aug 2021

— In Aug – Dec 2021 — In 2022 or later



33.9% of respondents have postponed an upcoming trip specifically due to the Delta variant, while 27.3% have cancelled an upcoming trip.

What three US travel destinations do you most closely associate with having problems with the Delta variant?

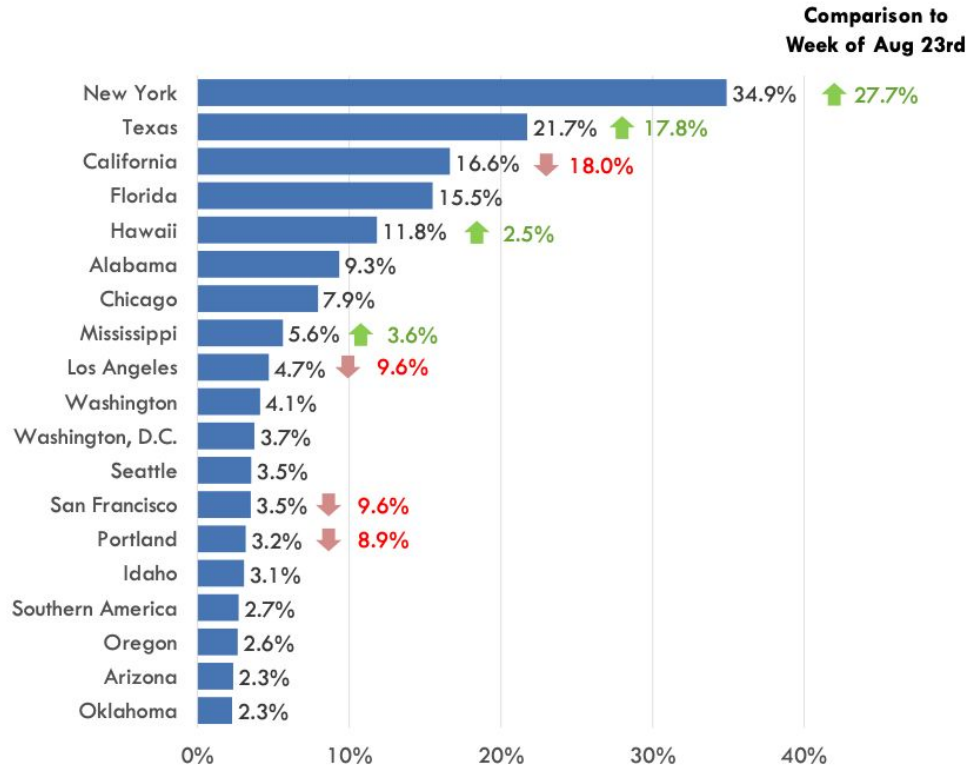


68.6% of respondents said that if they thought a destination was not welcoming to people like themselves, they would be unlikely to visit.

Destination Perceived as Potentially Unwelcoming

Question: Which domestic destinations come to mind as potentially being UNWELCOMING TO PEOPLE LIKE YOURSELF? (Write in up to five)

(Base: Wave 73 data. All respondents who can think of any destinations with an unwelcoming atmosphere, 180 completed surveys. Data collected September 1-3, 2021)



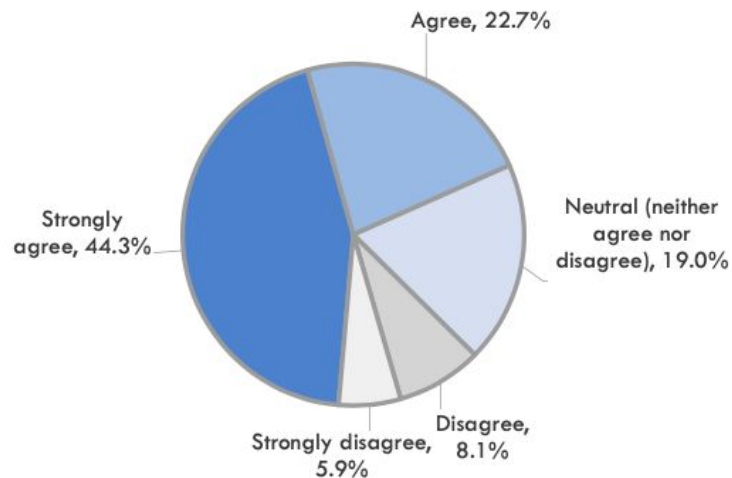
Positive Trends

Nearly 70% of domestic travel planned this week is for the month of September

Traveling Outside of the US:

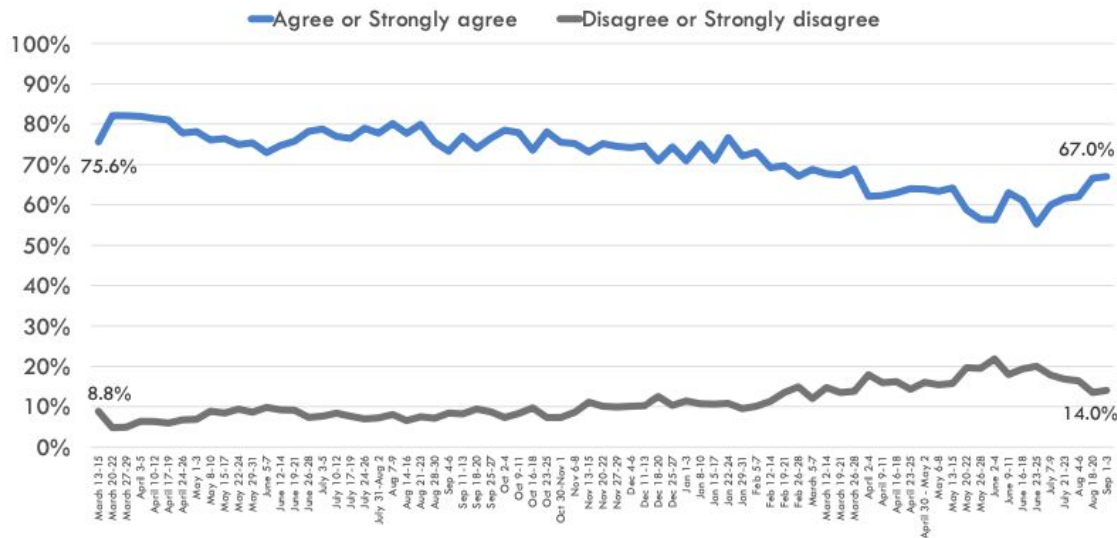
How much do you agree with the following statement?

Statement: I will be unlikely to travel outside the United States until the coronavirus situation is resolved.



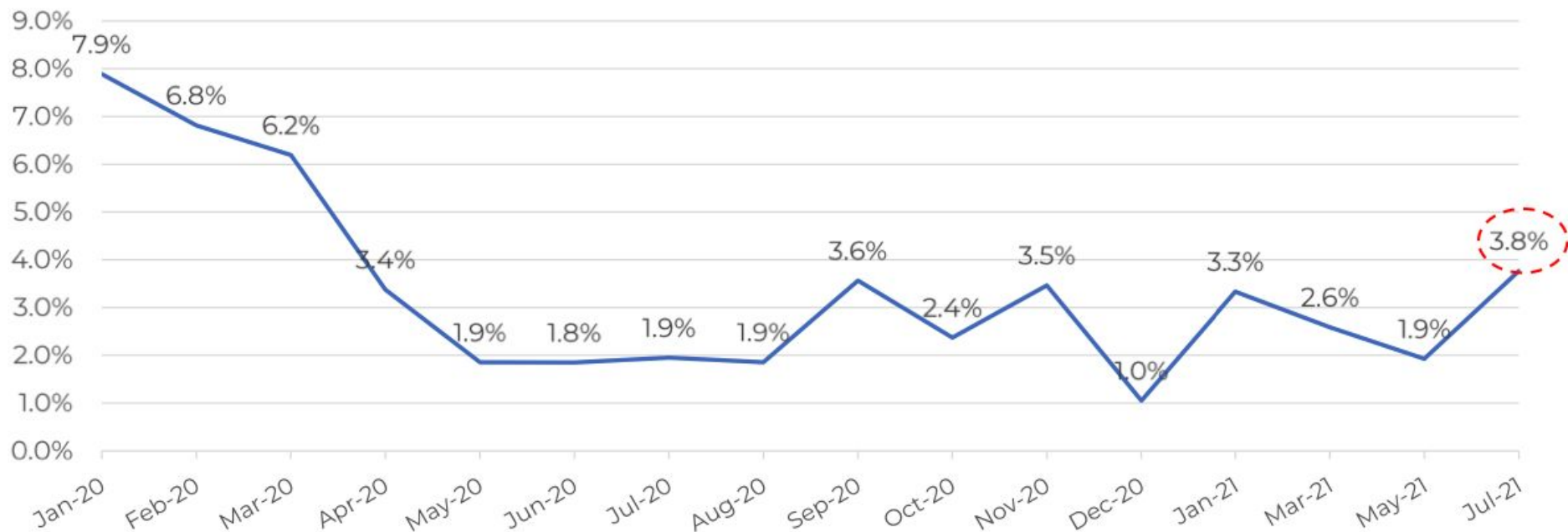
(Base: Waves 1-73. All respondents, 1,200+ completed surveys each wave.)

Historical data

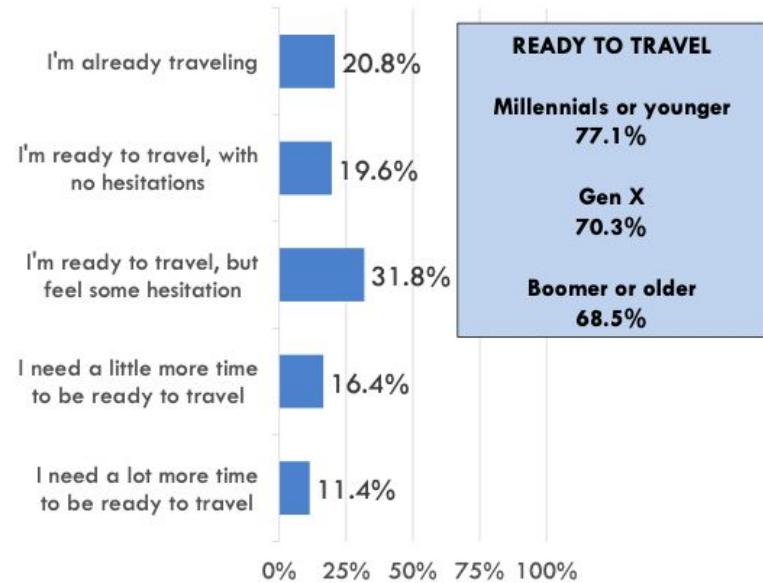


Traveling Outside of the US:

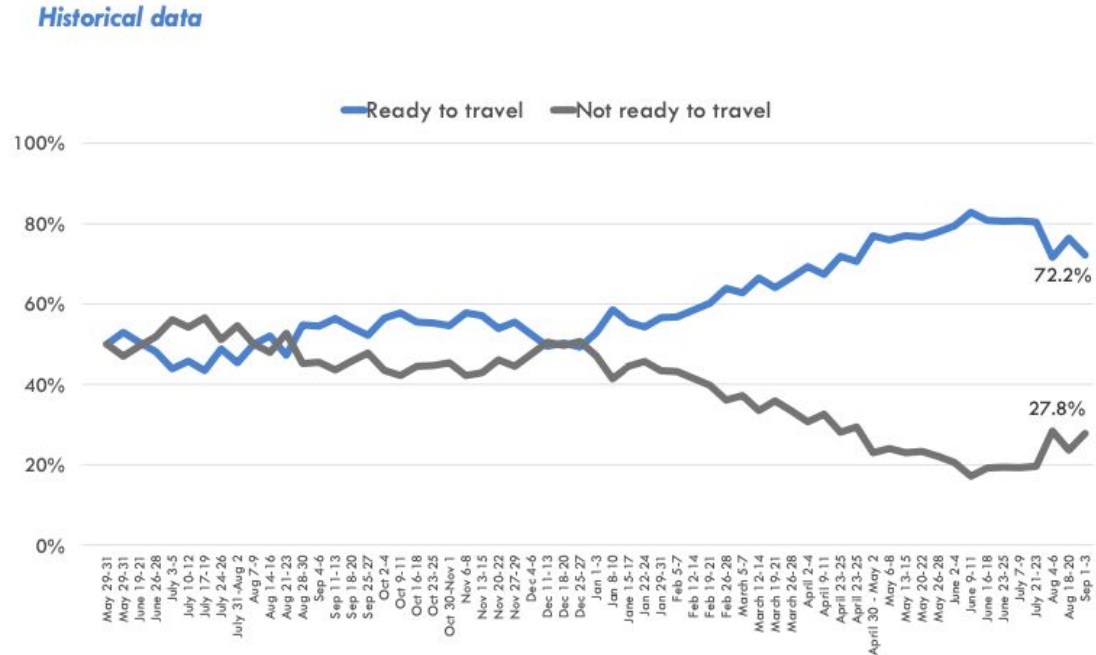
Trips That Are Outside the U.S., Jan 2020 – Jul 2021



Current State of Mind, When it Comes to Traveling Again:



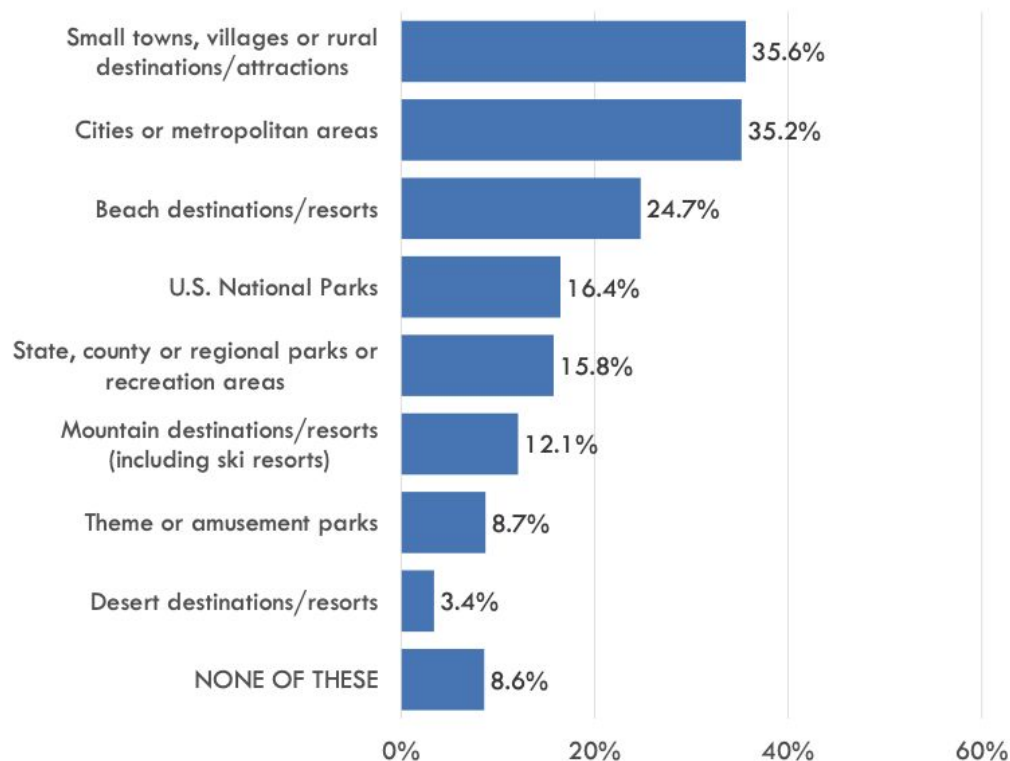
(Base: Waves 12-13 and 15-73. All respondents, 1,200+ completed surveys each wave.)



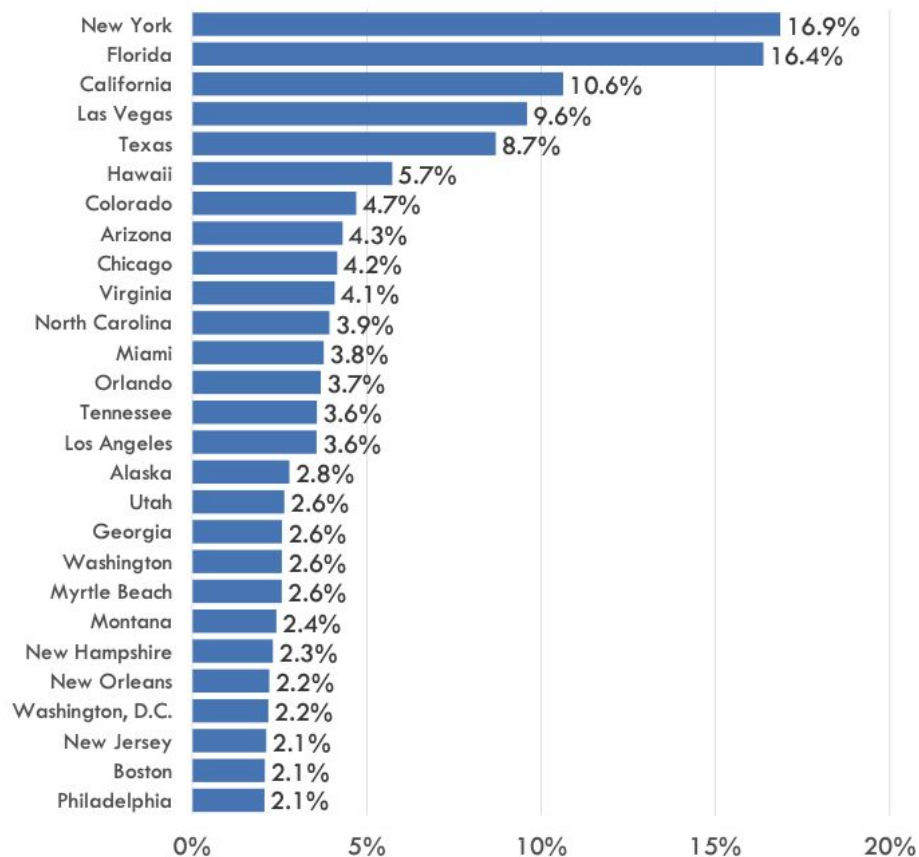
70.5% of travelers support cities reinstating indoor mask requirements.

58.9% of residents would support an indoor vaccine mandate program in their home community.

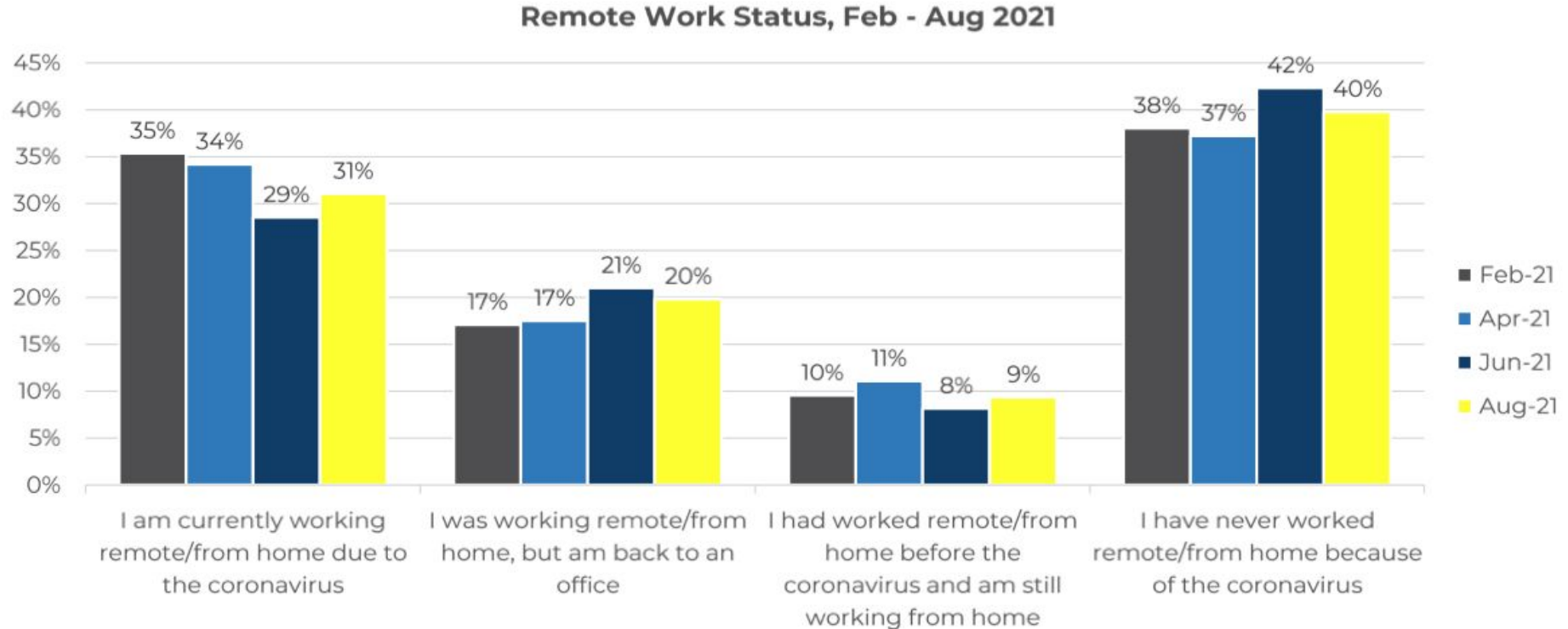
Which of the following did you visit on your overnight trip?



Which domestic destinations do you most want to visit in the next 12 months?

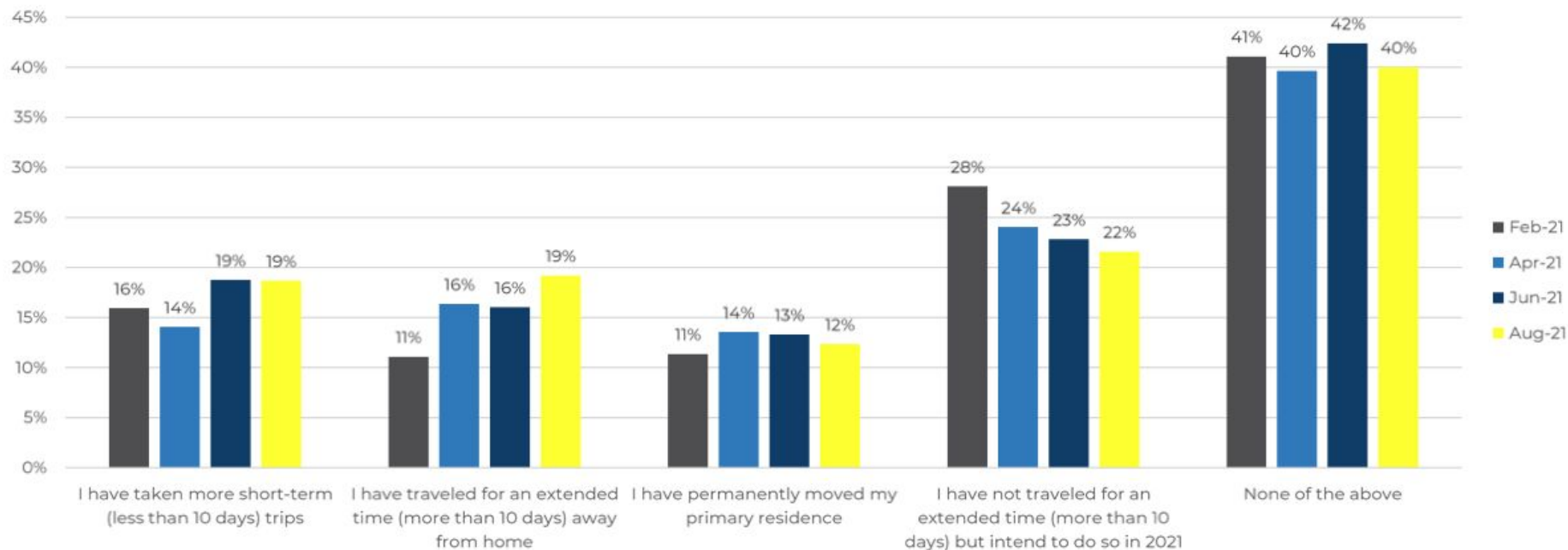


Remote Work Travel Still Shows Potential



Remote Work Travel Still Shows Potential

Remote Work Related Travel Changes, Feb - Aug 2021



Ski/Snowboard 2021/2022

Overnight Ski Vacations: Perception of Being Safe

When Asked: At this moment, how safe would you feel taking an overnight ski vacation this season...

43.1% Felt Safe (8/2020)

63.9% Felt Safe (8/2021)

Overnight Ski Vacations: Repeat Visitation

64% of skiers who have traveled for an overnight vacation in the past three years plan to return to a previously visited destination.

Overnight Ski Vacations: Expected Travel

51% of ski vacationers plan to take a road trip for their overnight vacation, with 40% planning to fly.



Southern Utah +

FY2021 Campaign Performance

LIFE
UTAH
ELEVATED

Digital Campaign Performance Overview

- The Southern Utah + campaign delivered more than 328k pageviews for VisitUtah.com.
- Our CTV campaign has driven more than 123k pageviews, with our custom audiences performing the most efficiently.
- We tracked more than \$11.4M in hotel revenue for an estimated revenue of \$151.9M. This is a 32% increase compared to our 2019 campaign.
 - ADR: \$158.54
 - Observed Hotel Bookings: 35,481
- People exposed to our campaign have been 204% more likely to arrive in market.

Top Hotel Origin Markets ?

Rank	Markets	% of Booking
1	Salt Lake City, UT, US	17.0
2	Los Angeles, CA, US	6.3
3	San Francisco Bay Area, CA, US	5.1
4	New York, NY, US	5.1
5	Denver, CO, US	4.4
6	Washington, DC, US	3.5
7	Phoenix, AZ, US	3.1
8	Las Vegas, NV, US	3.0
9	Seattle-tacoma, WA, US	2.3
10	Dallas-ft Worth, TX, US	2.3



Ad exposed ADRs are 15% stronger than 2019.

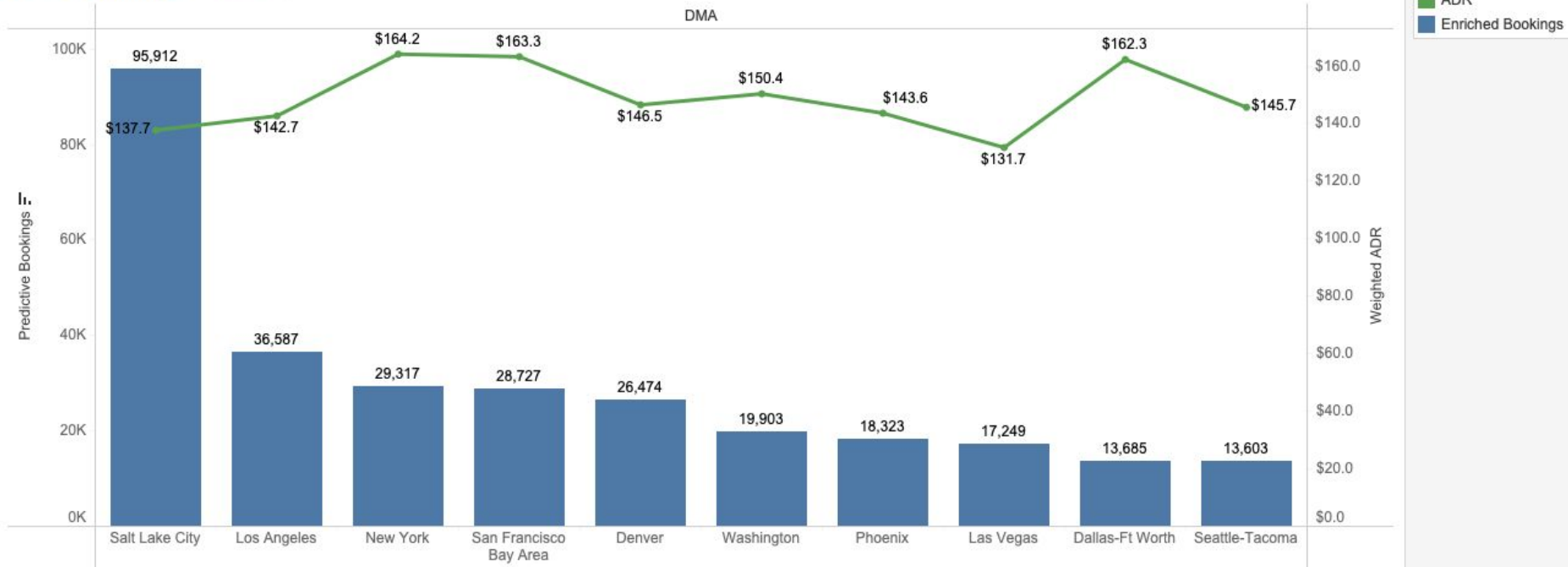
We can also see that ad exposed travelers stay on average 8% longer than ad exposed travelers in 2019.

Of ADRs that Adara can track within Southern Utah, ad exposed audiences book at an ADR that is 54% higher than the baseline we observe in Southern Utah destinations.

Our CTV campaign tracked more than \$10.3M in hotel revenue for this years campaign, roughly 71K travelers.

Ad Exposed Revenue by Market: Southern Utah

Total Bookings & ADR by DMA



Digital Campaign: Native Creative Performance

- Total Observed Booking Revenue: \$1,302,647

A Family Drive Through Utah's Quiet Places

A Vacation Where Reservoirs and Rocks, Sagebrush and Fossils Provide Wisdom Along the Way

Written by Ashley Mae Holland



- PageViews: 15,725
- Time on Page: 4:21

Slowing Down and Focusing on Wellness in Mighty Five Landscapes

Put your health on the itinerary with easy-to-follow tips to help you care for your body, mind and spirit while exploring in and around Utah's national parks.

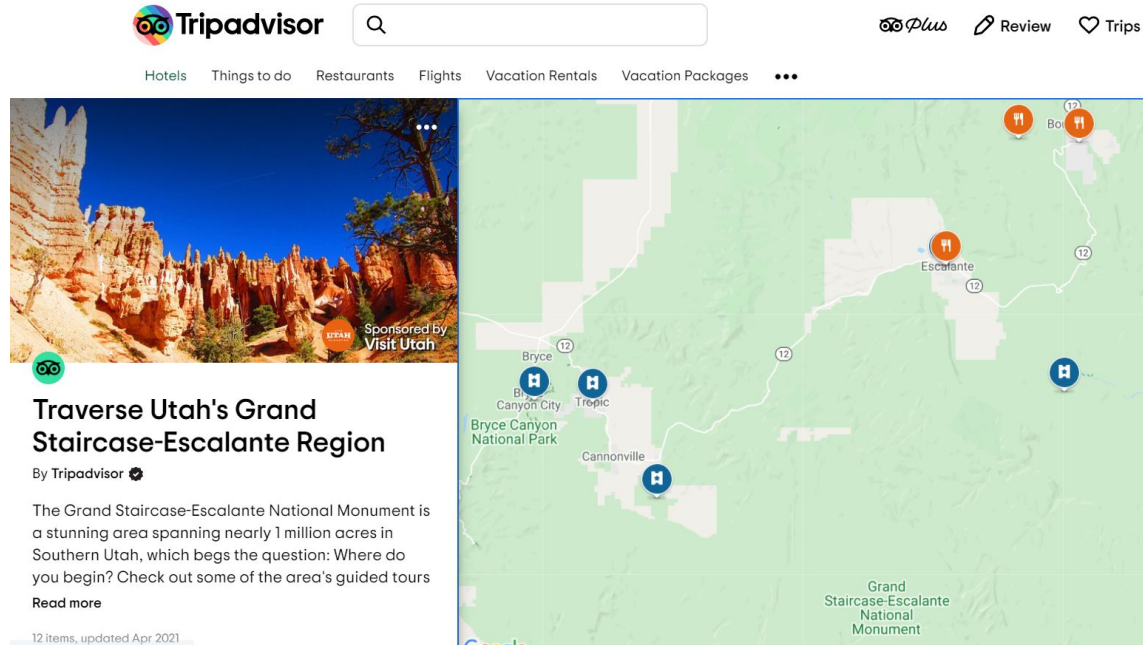
Written by Tiffini Porter



- PageViews: 18,068
- Time on Page: 3:26

Tripadvisor

- 4 Trip Guides:
 - Off the I-70: Unforgettable
 - Scenery
 - Traverse Utah's GSE Region
 - The Other Zion
 - Explorer's Guide to S. Utah
- Red Emerald POIs
- 100% SOV
- Tourism Sentiment
- Brand Study
- 30,801 pageviews with ~1 min time.



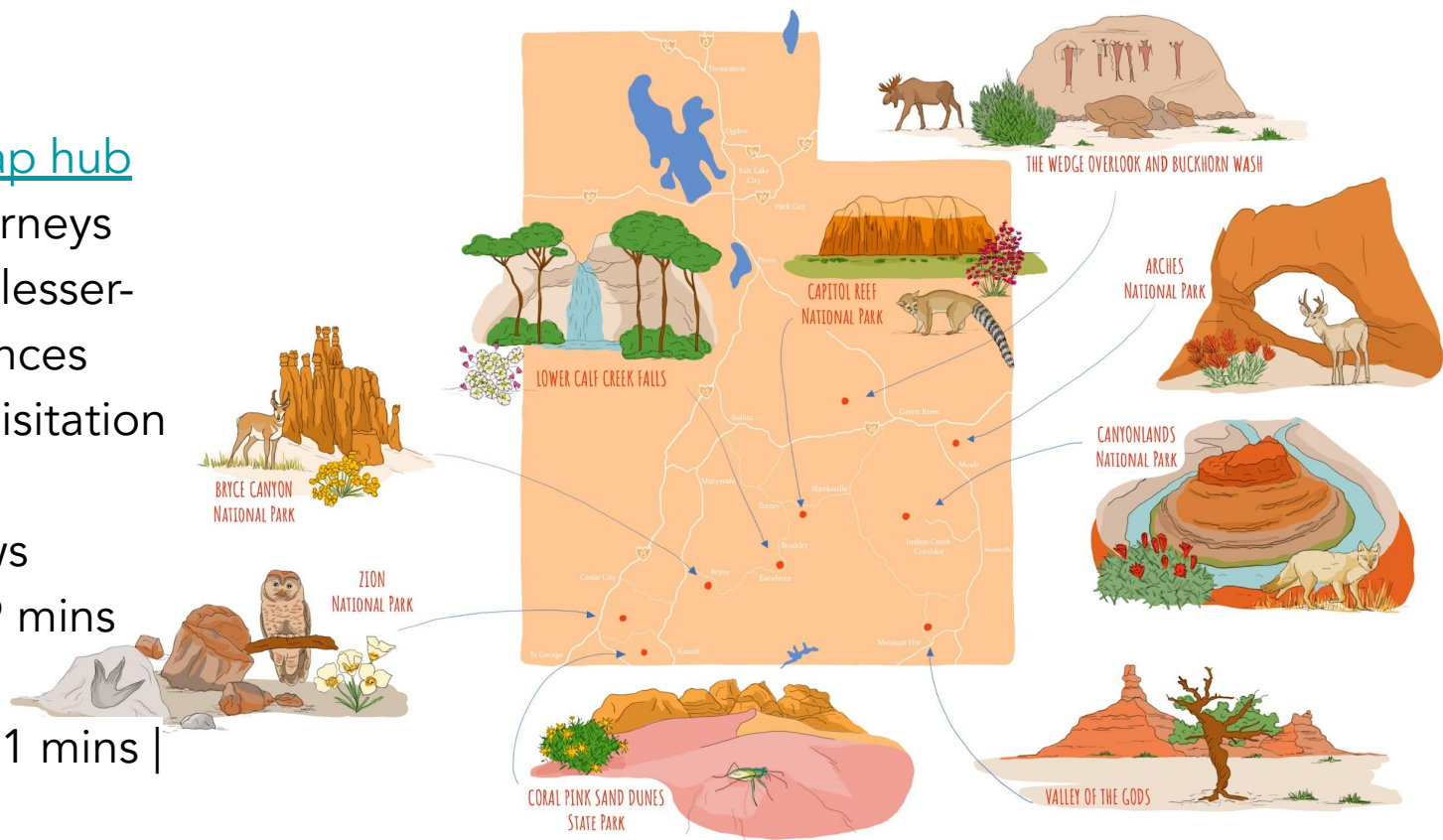
Tripadvisor

- Total Economic Impact: \$18,920,309
- Hotel Economic Impact: \$4,289,110
- Attractions Economic Impact: \$793,592
- ADR: \$205 (7% higher than non-exposed)

Advertiser Name 	User Market	International User Country	Device	Start Date	End Date	Data Through:
Utah US 	(All) 	United States 	(All) 	2/15/2021	6/30/2021	7/13/2021
Total Economic Impact						
Total Economic Impact		Domestic Economic Impact		International Economic Impact		Hotel Revenue Impact
\$41,681,250		\$41,681,250				\$9,377,599
						Attractions Revenue Impact
						\$1,237,467
Ad Exposed Total Economic Impact		Ad Exposed Domestic Economic Impact		Ad Exposed International Economic Impact		Ad Exposed Hotel Revenue Impact
\$18,920,309		\$18,920,309				\$4,289,110
						Ad Exposed Attractions Revenue Impact
						\$793,592

AFAR

- [Interactive map hub](#)
 - 4 regional journeys
 - Off-peak and lesser-know experiences
 - Responsible visitation
-
- 30K pageviews
 - Average 6:39 mins
 - 3,805 hours
 - Top post: 10:31 mins | 930 clicks



Outside Online

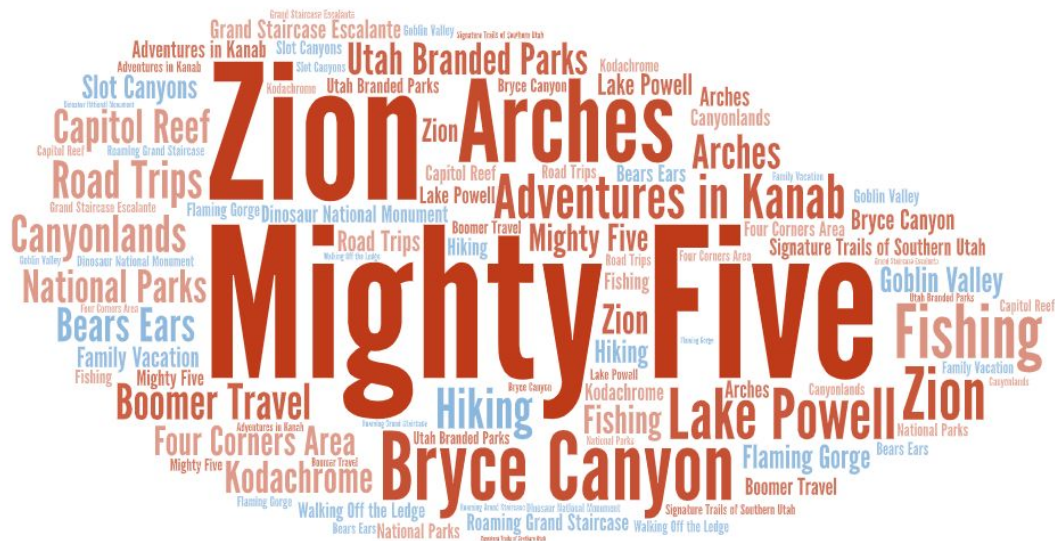
Custom Interactive Forever Mighty Experience

- Dark Skies
 - Connect With Culture
 - Deep Travel*
 - Inclusive, Accessible and Soul-Awakening*
 - Adventure to Give
 - 5 Tips for Mindful Travel
-
- Hub + Content 96K views
 - Top Articles: It Pays to Go Deep in Southern Utah & Ultimate Guide to Darkest Skies (+3:36)



Paid Search

Paid Search Campaigns



25%
Better Site
Engagement

Key Learnings

Campaigns and Ad Groups

- Comparing against late last summer (July - October 2020), data shows a strong increase in impressions served for Utah's less trafficked destinations.
- Articles have proven to be great landing pages
 - Opportunity to review article landing pages for conversion opportunities

Bookings Data

- This Southern Utah+ campaign drove a similar ADR and length of stay to the rest of the media campaign.

Targeting

- Custom Adara audiences, remarketing, and affinity audiences are all performing well, no clear leaders
- LA, Phoenix, Vegas, Denver, San Fran., Dallas, New York are top markets. In-line with overall targeting

Next Steps

- Capitalize on PPC audience engagement with new, purpose-made landing pages
- Audit campaign for winter relevance

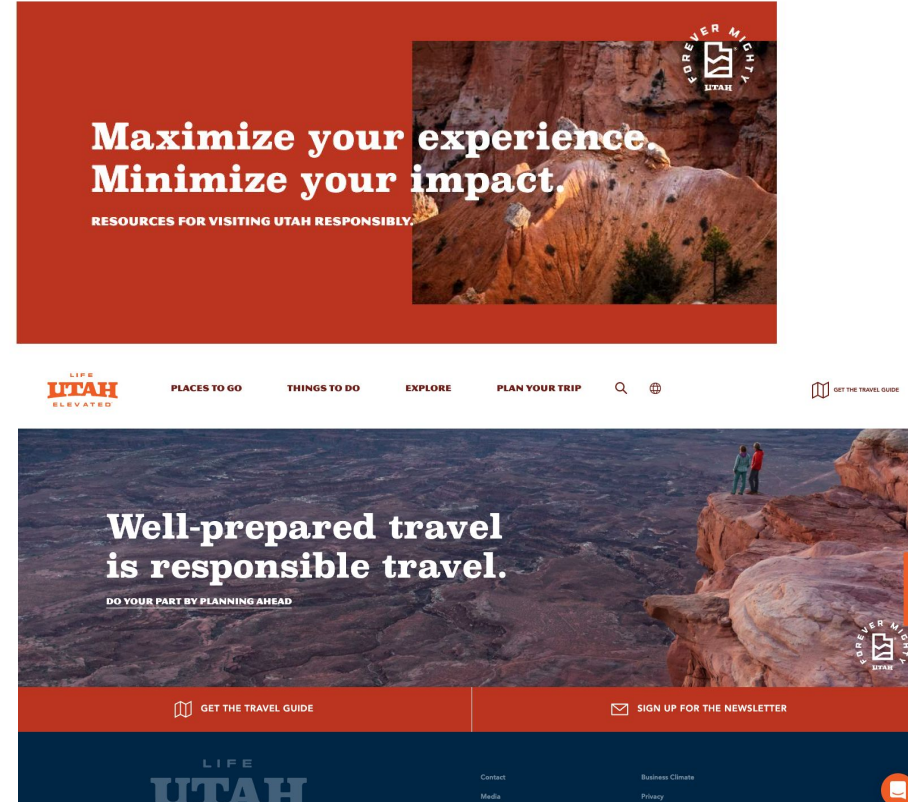
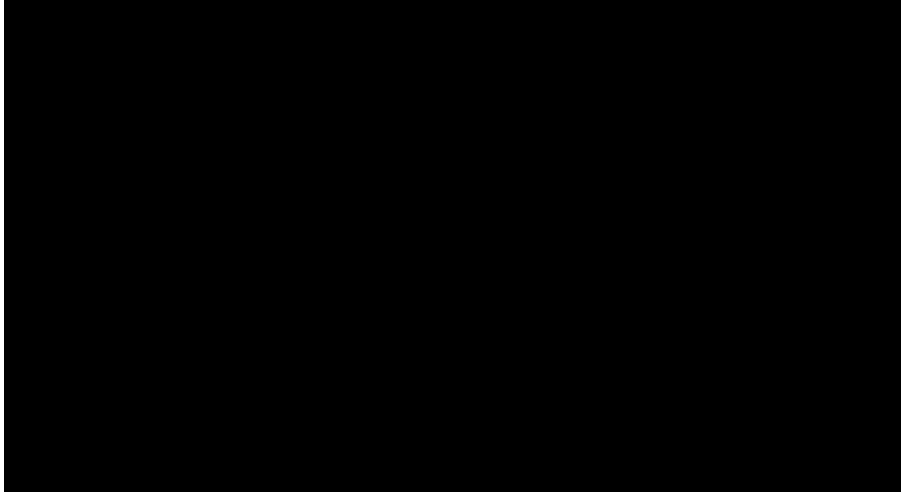
VisitUtah.com

*Content, Search Engine Marketing,
Website Design & Development*

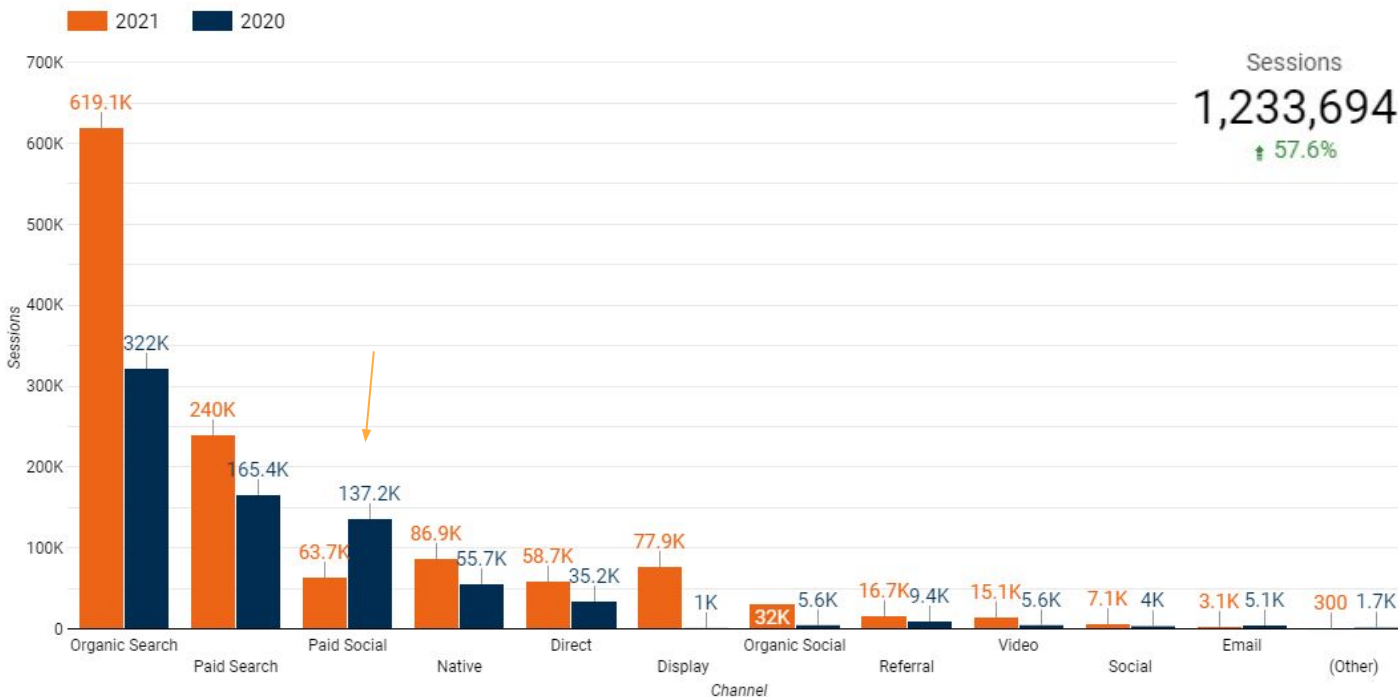
Takeaways:

- Organic search optimizations are paying off with YOY increases and continue to be our biggest traffic driver to the site. We need to look into replicating success of the [15 Must-do Adventures in Kanab](#) article.
- We need to do more to encourage regional travel on VisitUtah.com, and drive traffic to this content.
- We should continue to improve internal linking to Forever Mighty pages and content. As part of EDA reflections we should analyze success of /forever and /prepare in more details.

New Enhancements — Two Paths CTA, Website Banners



Southern Utah Site Traffic by Channel - 2021 vs 2020



*2/14/21 - 6/30/21. Landing pages tagged as Southern Utah in CMS or via campaign UTM.

Social Media

Paid Media | April - August

3.18 M

VIDEO VIEW 75%

24.2 M

IMPRESSIONS

1.2 M

ENGAGEMENT

186 K

CLICKS



Visit Utah (Default) ✓

Sponsored · 🌐



Just because it's one of our most-visited parks doesn't mean you can't find solitude under the stars in Zion.



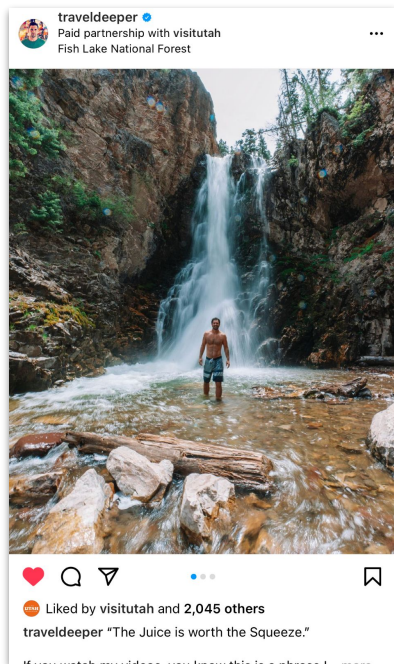
[TAG.YIELDOPTIMIZER.COM](https://tag.yieldoptimizer.com)

Experience Solitude In Zion

Wondering when you can have ...

[LEARN MORE](#)

Influencers



Audience: Explorer

Goal: Highlight a repeat visitors typical behavior: start with National Parks, then come back for a deeper connection in lesser known communities and less-crowded destinations.



Audience: Family

Goal: Break the stigma of Southern Utah being an intimidating area to explore, especially for a family with young kids.



Audience: Achiever

Goal: Build on the momentum of our summer 2020 collaboration through a duo girlfriends getaway and continue the effort around #SheTravelsUtah.

Influencer + Ambassador Learnings

Takeaways:

- Partnering with a content creator active on multiple platforms allowed us to authentically connect with a wider audience
- Paid support through branded content ads enabled us to extend the reach of our influencer's content beyond their organic audience, reaching new users interested in traveling to Southern Utah
- Consider providing influencers with a unique promo code for partner accommodations and experiences to promote through their social content

Looking Ahead:

- Now that Instagram has officially announced it is a video-first platform, we should continue to make short, vertical videos designed for mobile a top priority when collaborating with content creators.
- We are rewarded when we test new platforms! Look to diversify spend and reach through emerging platform products to work directly with creators.

Public Relations

Coverage Summary / Southern Utah+ (Spring 2021)

- Southern Utah+ Spring PR efforts generated ~22.4M total print / online and social impressions.
- Coverage included 4 dedicated print placements, 14 digital placements.
- 95% of all coverage was in a KPI outlet in key regional and national publications and media outlets.
- Hosted 4 media for first-hand Southern Utah+ experiences during Spring 2021
- Coverage averaged a Barcelona Principles score of 94.



Media Outlets Included



AFAR

CONDÉ NAST
Traveler

denver life

LA
Times

Coverage Highlight / Southern Utah+ (Spring 2021)

- 3-page article titled, "Surreal Landscapes: Exploring Utah's Impressive National and State Parks," in March issue of Denver Life Magazine
- Result of hosting freelance writer Robin Soslow on an individual media visit (IMV) for 7 days in September of 2020
- Highlights dark sky parks, guided experiences, places to stay, road trip "must-do's" and more throughout Goblin Valley State Park, Capitol Reef National Park, Kodachrome Basin State Park and Bryce Canyon National Park
- Denver Life Magazine maintains a print circulation of 40K readers
- Barcelona Principles score of 99



The state parks of Utah are prolific—jarring stone formations jut into blue skies; kaleidoscopic canyons entrench lush valleys; and alabaster columns loom spectacularly in the distance, culminating in an ethereal coalesce. It's a world unto itself.

I traversed this land methodically, stemmed from a raging case of cabin fever, first touching upon Goblin Valley State Park (just six hours West of Denver) and then Capitol Reef National Park and Kodachrome Basin State Park, before reaching Bryce Canyon National Park—my final all-in-one road trip destination.

GOBLIN VALLEY STATE PARK
The vast Martian-like valley is populated with soft sandstone, deposited 170 million years ago and eroded into legions of rock formations: many resemble goblins, gnomes, and mushrooms. On the first morning, dawn's rays haloed red Entrada sandstone columns, called hoodoos, which the Paiute Indians believe were once creatures that gods turned to stone. Beyond them, dream-like and veiled by dust, were moonoliths that thrust skyward, resembling the mythical fortresses of fanciful fairytails.

Five miles west of the entrance sits Little Wild Horse



Canyon, the perfect hiking locale with tight, twisting passages and 75-foot sci-fi-esque walls. Trails in this area range from easier treks like the 1.5-mile-long Curtis Bench to the strenuous 1.5-mile Goblin's Lair, which leads to a hidden 70-foot natural cave that many visitors rappel down (with permit in hand). blm.gov/visit/little-wild-horse-trailhead

Goblin State Park is also one of Utah's many International Dark Sky parks that offer optimal stargazing due to minimal light pollution. Celestial eye candy shines brightly above its campgrounds, which provide yurts embellished with stoves and bunkbeds. stateparks.utah.gov

CAPITOL REEF NATIONAL PARK
Just 1½ hours Southwest of Goblin Valley, its white, bell-like formations, which resemble Washington D.C.'s Capitol dome, inspired the park's name. The area houses a segment of the Waterpocket Fold, a spiny warp in the Earth's crust. It's the park's centerpiece, but not its only distinction.

Capitol Reef's 79-mile scenic drive starts in bucolic farm-land. Fruita, a town settled in the 1880s offers harvestable orchards of apples, cherries, and pears.

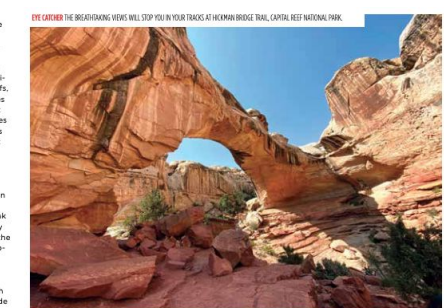
Trek easily on the one-mile Capitol Gorge Trail or elect for an arduous 17-mile climb to the top of Cassidy Arch, which spans a gaping chasm at 6,350 feet. Views are multi-tudinous—color-streaked cliffs, volcanic crags, and precipices that lance the air. The hike at Hickman Bridge Trail stretches toward the summit and loops through an amazing 153-foot natural arch. nps.gov/fore

KODACHROME BASIN STATE PARK
This incredible high-mountain desert was named Kodachrome after a popular Kodak color film. Its 67 sedimentary pipe formations erupt from the ground—and it's blissfully isolated and stilled.

The best way to see the structures, and hear stories about Old West outlaw Butch Cassidy, is on a horseback ride guided by Steve Beasley of Red Canyon Trail Rides. Travelers can also make a nine-mile side trip to Grosvenor Arch or hike the moderately difficult Panorama Trail, a six-mile double loop. Energized by fragrances of juniper and sage, I

hiked a 1.5-mile trail to the roof of Angel's Palace, a monolith with 360-degree views. The campgrounds offer tiled showers and a laundromat—a few down-to-earth features

BRUCE CANYON NATIONAL PARK
You'd have to be a rock not to be moved by the sight of Bryce Canyon's horseshoe-shaped amphitheaters, where the forces of frost-wedging and rainwater have shaped colorful limestone and mudstone into stunning fins, slot canyons, and hoodoo spires. The park's relatively easy Rim Trail (ranges from one to eleven miles) encounters the world's largest concentration of hoodoos. Verdant evergreens and yellow rubber rabbitbrush grace the path, which ascends to 8,300 feet at Bryce Point. The 1.5-mile Navajo Loop winds down from Sunset Point, a popular overlook with sweeping vistas. From there, the path enters Wall Street's thrillingly tight passage, which traverses through soaring rock fins. nps.gov/brca



PLACES TO STAY GOBLIN VALLEY YURTS
The two Goblin Valley Yurts, which are both modeled after the tent dwellings of Central Asian nomadic cultures, offer luxurious glamping experiences. Incredibly, each yurt is powered by solar panels and offers small fireplaces. glampinggetaways.com/directory/goblin-valley-yurts/

STONE CANYON INN
The acclaimed lodge offers an array of private cabins, bungalows, and tree houses. There are also stargazing excursions by telescope, and the delicious Stone Hearth Grille offers upscale outdoor dining. stonecanyoninn.com

THE COTTAGES
If you are looking for an intimate stay with privacy, book a night or two at the facility's private cottages, complete with small kitchens and a personal porch for leisurely nights watching the sunset or conversing with loved ones. Enjoy. thecottagesatwallstreetbryce.com

For more information, visit visitutah.com

Key Learnings

Trending Stories/Storylines:

- The Return of the Great American Road Trip
- Utah is Ready for Its Dark Sky Moment, Leading the World with 24 International Dark Sky Places
- The Healing Power of the Great Outdoors

Media Sentiment:

- Individual Media Visits > Group Familiarization Trips
- Longer Stays = Longer Stories
- Journalists are doing more with less. Leveraging our owned content channels (video, Utah U, website, etc.) gave us more control over storylines and allowed us to tease in-market itineraries
- Safety, comfort and the guest experience are top-of-mind

Looking Ahead: Trends That Will Continue into 2022

- Slow Travel: Travelers look to stay in destinations longer and support local communities; modes of transportation change
- Regenerative Travel: Echoes agricultural practices meant to reverse climate change, not merely slow it down
- The Great Outdoors: Wilderness destinations and mountain towns continue to be the most sought after for travel; bucket list travel included

SMARI

SMARI Ad Effectiveness Research

- Wave 1: awareness and impact of advertising
 - *Ability to reach audience / generate recall*
 - *Assess cost per household reached*
 - *Ability to communicate key messages*
 - *Ability to build perceptions and generate visitation interest*
 - *Explore changes in performance from past campaigns*
 - *Provide insights and recommendations to guide / refine future campaigns*
- Wave 2: subsequent travel / ROI (fielding late Sept. / early Oct.)

SMARI Ad Effectiveness Research

Awareness: ~1/3 of consumers are aware of SU+ advertising (31%)

Cost per ad aware household: \$0.16 (industry benchmark is \$0.31)

Creative evaluation ratings

- Communication of attributes compared to industry benchmarks
- Top 10% for many - Excellent
- Top 25% for majority - Good

Advertising effective at generating Utah travel interest

- Utah residents at 4.3 / 5! Regional and national ~3.8 / 5

SMARI Ad Effectiveness Research

Utah Image

- Ad-aware visitors and non-visitors rate attributes more highly than those unaware

Information Gathering

- Ad-aware seek out more information about Utah leisure travel, 175% greater than unaware

Likelihood to Visit Utah in the Next Year

- Ad-aware visitors and non-visitors see huge boosts 72% / 217% greater than unaware
- **Strongest measured in the past four years** for both recent visitors and non-visitors
- Foreshadows strong impact on actual travel, ROI wave will confirm



EDA Grant

Campaign Update

EDA Grant Goal

- Strike a balance between promoting visitation of the state to support local economies while also attracting the right type of traveler who will be a steward of what makes our state a wonderful destination.
 - Forever Mighty has been that initiative to message and educate travelers before they arrive on how to be sustainable travelers.
 - Provide economic value to our gateway communities

Changes to Original EDA Grant Application

- New Flight Dates:
 - June, 2021 - September 30, 2022
- Revised Campaign Objective: Inspire Utah and Regional travel to outlying communities and support local tourism in recovery from COVID-19.
- Removed Out-of-Home in favor of more targeted and trackable CTV.
- Salt Lake Tribune included as an additional local news partner

How We Will Measure Success

1. Adara Impact: (real time)

All partners in this campaign will be monitored by our hotel and air travel tracking partner to report out on campaign ROI's.

2. Epsilon Net Economic Impact (NEI): Mid/Post campaign

Our programmatic partner, Epsilon, will monitor all in market spend patterns from travelers who have been exposed to our advertising campaign. This will provide us with a campaign Net Economic Impact Report.

3. Google Surveys:

Monitor intent to visit our state during the campaign.

4. STR Data:

Utah Office of Tourism will track the origin markets of travelers into the state.

The Audiences

1. Utah Residents
2. Regional (Drive Market) Audiences

Media Performance



LIFE
UTAH
ELEVATED

Flight Dates: 2021

[illegible]

Digital Summary

- The EDA campaign in the first few weeks has generated over 441k post impressions, for a very strong PIR of 2.69%.
 - a. Tripadvisor is driving 61% of post impressions
 - b. VisitUtah.com, Utah.com, Park City, Salt Lake and Moab are top post impression websites.
- There are an estimated 1.69M hotel searches amounting to over 84K hotel bookings, thus far generating an estimated \$26.9 million in hotel revenue.
 - a. ADR \$168 (compared to Southern Utah 2021 campaign's ADR of \$158)

Top Hotel Origin Markets ?

Rank	Markets	% of Booking
1	Salt Lake City, UT, US	20.0
2	San Francisco Bay Area, CA, US	5.8
3	New York, NY, US	5.4
4	Los Angeles, CA, US	5.2
5	Las Vegas, NV, US	3.3
6	Washington, DC, US	3.3
7	Denver, CO, US	3.2
8	Phoenix, AZ, US	2.8
9	Dallas-Ft Worth, TX, US	2.5
10	Chicago, IL, US	2.1



CTV

- Currently, just over 6.8 million video completions for the Anthem, Moab and Zion videos.
 - Average VCR is 98%
- Out of the audiences we are targeting, the custom audience is completing the videos at almost 100%.



YouTube

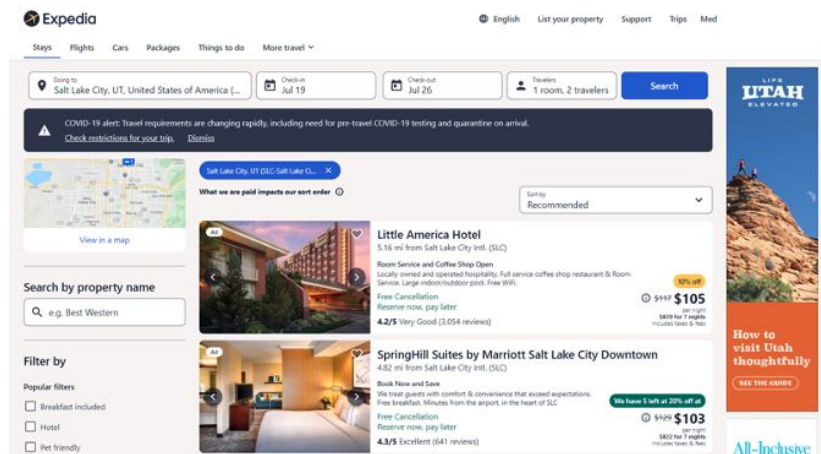
- Strategy: targeting people who show interest in specific topics like Moab, Zion, Southern Utah, etc. We also used the Forever Mighty landing page to increase the reach and serve to people who are most likely to interact with our ads.
- We saw nice boosts in our view rate metrics since the last report, as the 30-Second View Rate (which YouTube registers as a “view” in their system) is now above our 40% benchmark.

Key Metrics by Ad Group & Ad

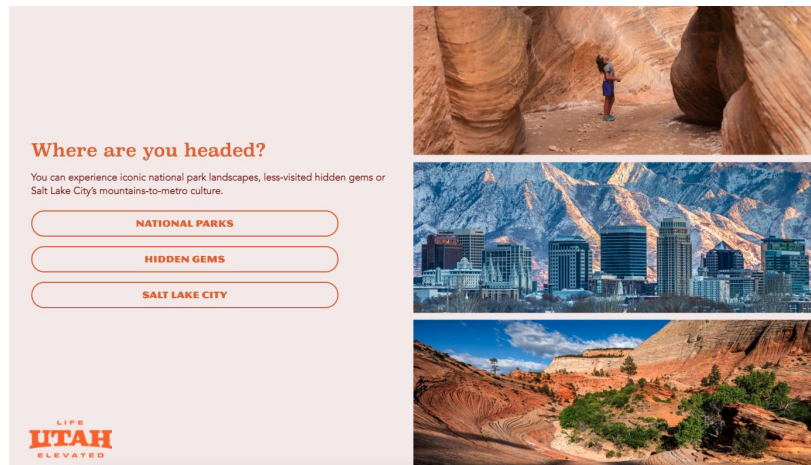
Line Item	Ad	Impressions	CTR	Avg. Cost per View	30-Second View Rate	Full Video View Rate
Moab Forever Mighty	Moab :15	246,014	0.18%	\$0.06	43.22%	42.88%
	Moab :30	8,269	0.10%	\$0.06	43.19%	43.49%
Southern Utah Forever Mighty	Southern Utah Mix :15	250,067	0.17%	\$0.06	44.71%	44.43%
	Southern Utah Mix :30	8,294	0.16%	\$0.06	47.95%	48.29%
Zion Forever Mighty	Zion :15	246,425	0.15%	\$0.06	44.28%	43.97%
	Zion :30	9,507	0.12%	\$0.06	43.97%	44.55%
Grand Total		768,576	0.17%	\$0.06	44.10%	43.82%

Expedia

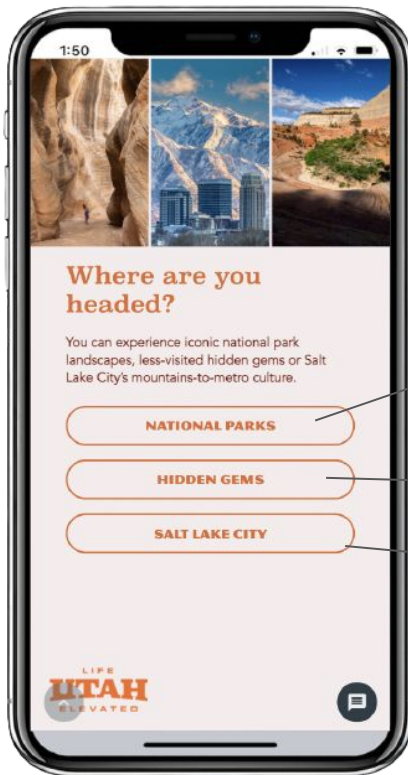
- Strategy: Intercept travelers who are either actively planning their vacation to Utah or who have already booked their vacation and send them to the updated [Forever Mighty Expedia Hub](#)



- Jebbit experience metrics to date:
 - 2,299 Views
 - 856 "Let's Start" Clicks
 - 589 Website redirects



Expedia



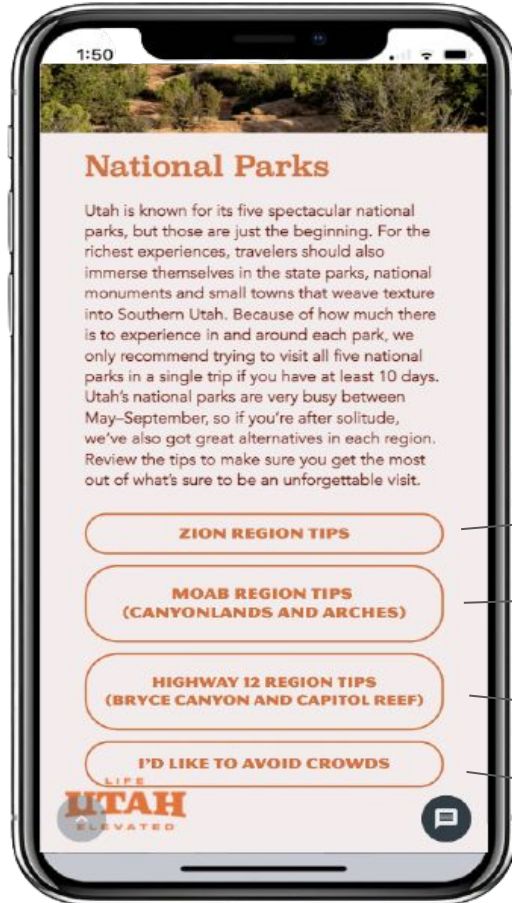
Most users are headed to **national parks**. Of these, **Zion Region Tips** was most clicked on (43.5%) followed by **Moab Region Tips** (31.4%)

51.5% of respondents

31.9% of respondents

16.6% of respondents

Expedia



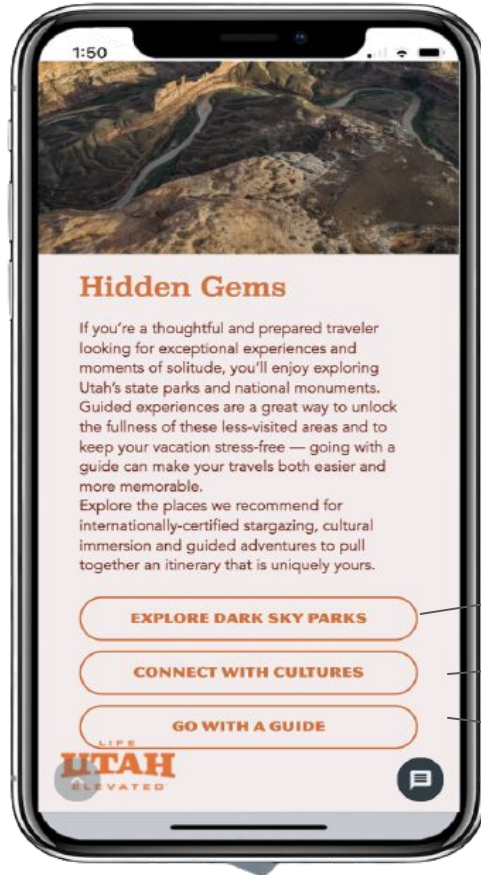
43.5% of respondents

31.4% of respondents

8.7% of respondents

16.4% of respondents

Expedia



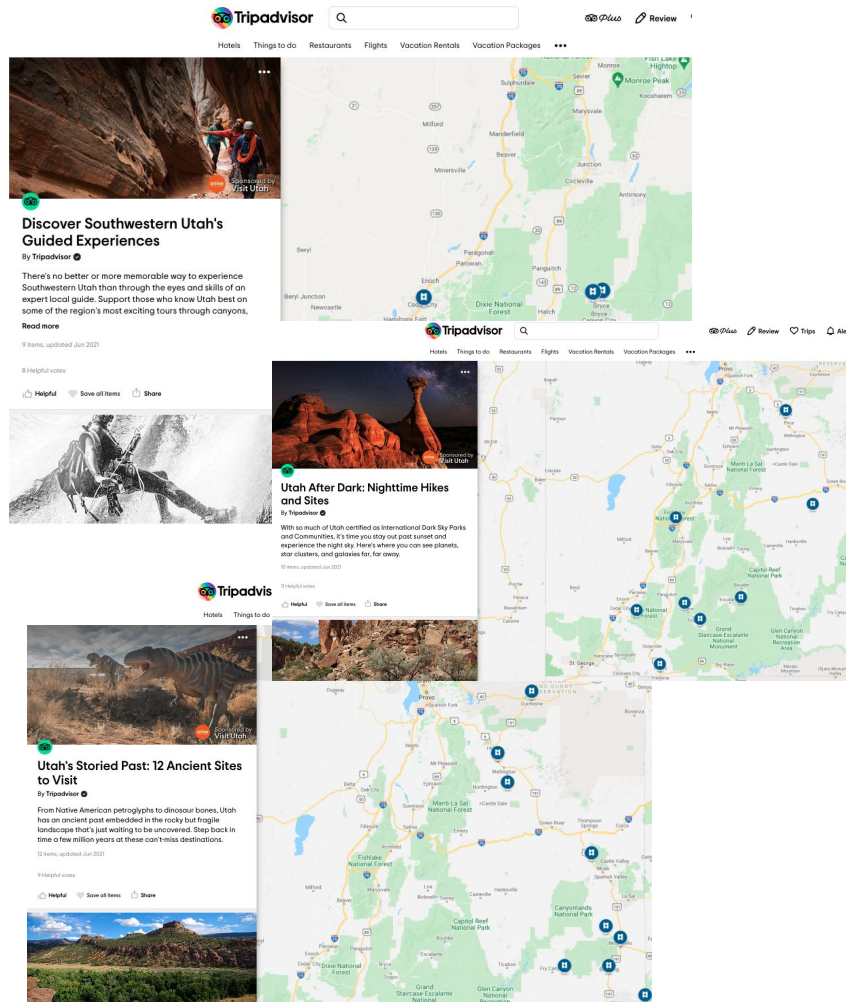
63% of respondents

18.1% of respondents

18.8% of respondents

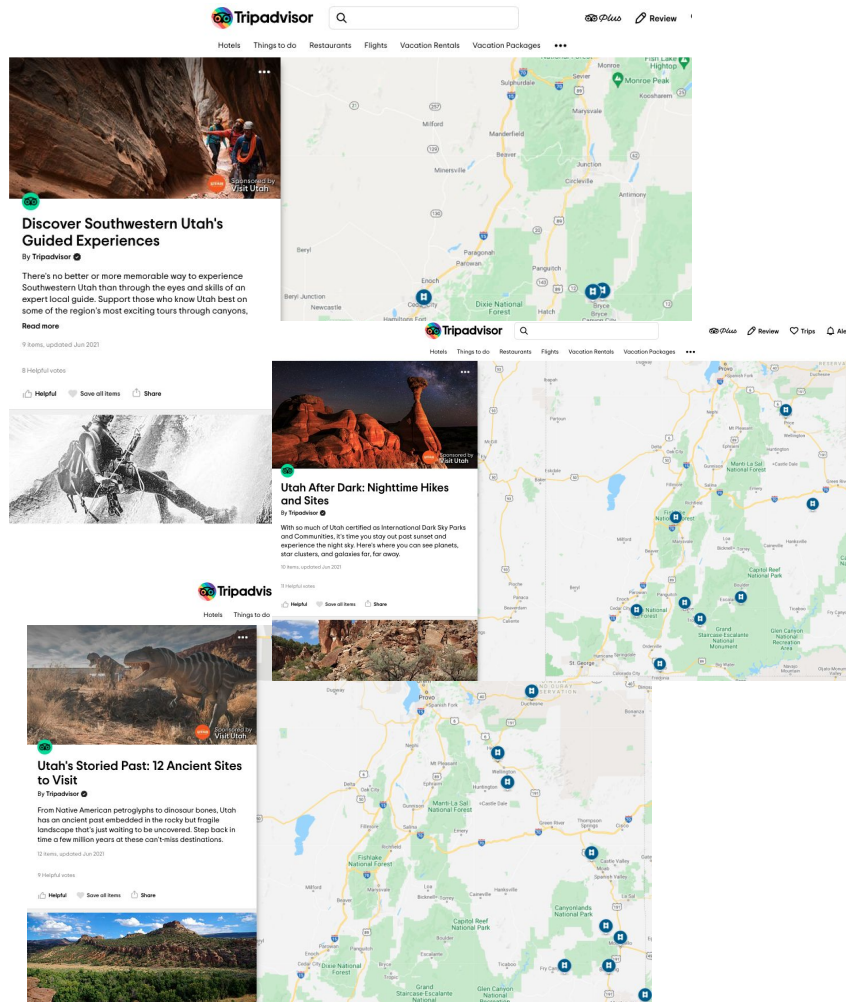
Tripadvisor

- Strategy: Intercept travelers looking at utah content or competitive content, using traffic drivers to go to the [Content Hub](#), where there are three distinct journeys highlighted.
 - Hotel Bookings: 41,831
 - Hotel Revenue: \$14.6Million
- Hub Performance:
 - 72,211 Page Views
 - 64,028 Unique Page Views
 - 4m 45s Average Dwell Time
 - Ad Exposed individuals viewed 60% more Utah Content



Tripadvisor





- Currently, the Utah After Dark: Nighttime Hikes and Sites has the longest dwell time of 1:00.
- Discover Southwestern Utah's Guided Experiences has driven the most page views with over 13,704 to date.




Tripadvisor

- Social media posts that were developed for Utah's EDA campaign have generated over 3.7k post reactions, 298 comments, and 302 shares.



- 4,944,917 Impressions
- 70,770 Link Clicks
- 1.43% CTR




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Exploring Visit Utah is more than just quick hikes. It's creating a travel plan that reflects what makes Utah #ForeverMighty.





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 7  1 Share

 Like  Comment  Share






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Exploring Visit Utah is more than just quick hikes. It's creating a travel plan that reflects what makes Utah #ForeverMighty.



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Utah guided trips

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   1.8K  167 Comments  179 Shares

 Like  Comment  Share

Tripadvisor

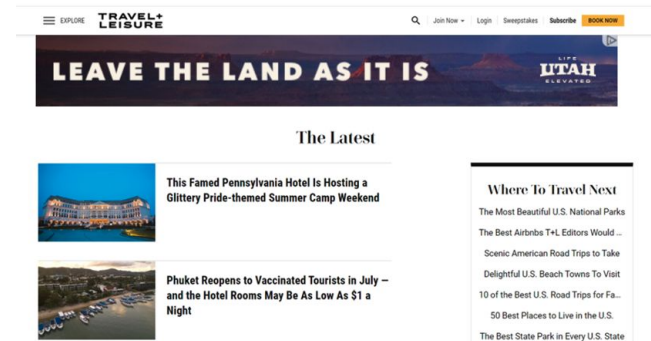
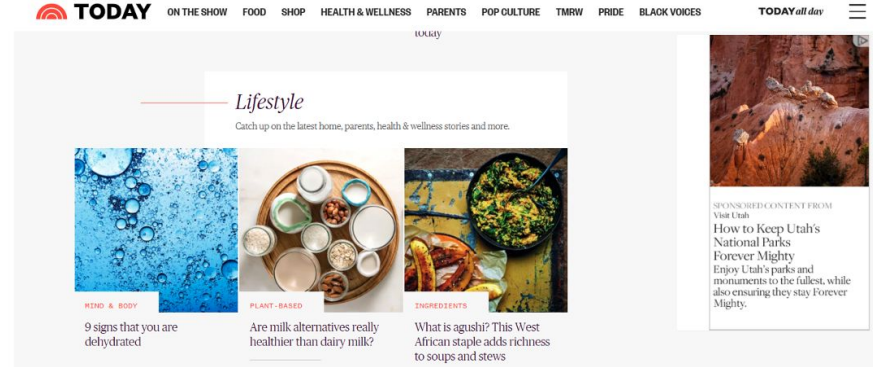
- Total Ad Exposed Economic Impact: \$4,013,945

Advertiser Name	User Market	International User Country	Device	Start Date	End Date	Data Through:
Utah US	(All)	United States	(All)	6/10/2021	9/6/2021	9/2/2021

Total Economic Impact				
Total Economic Impact	Domestic Economic Impact	International Economic Impact	Hotel Revenue Impact	Attractions Revenue Impact
\$15,912,941	\$15,912,941		\$3,574,561	\$631,814
Ad Exposed Total Economic Impact	Ad Exposed Domestic Economic Impact	Ad Exposed International Economic Impact	Ad Exposed Hotel Revenue Impact	Ad Exposed Attractions Revenue Impact
\$4,013,945	\$4,013,945		\$894,501	\$268,248

Epsilon

- Strategy: Intercept travelers who have expressed interest in visiting Utah for vacation:
 - a. 15 Second Pre-Roll
 - b. Display Ads
 - c. Native Units
- Currently, the native ad is driving the strongest CTR (.21% CTR)
- Hotel Bookings: 12,731
- Hotel Revenue: \$3.28M



- The first [BrandView](#) went live July 1st, focusing on how to capture your trip safely and responsibly through five tips. We have since run six articles.
- KSL BrandView articles have generated more than 50k page views.
- Top Article: Coming to terms with the poop problem in Utah's outdoors... 29k page views.

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New Seniors

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Report ad

Coming to terms with the poop problem in Utah's outdoors

By Melissa Fields for the Utah Office of Tourism | Posted - Aug 11, 2021 at 3:00 p.m.



(Jeremiah Watt)

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This story is sponsored by [Utah Office of Tourism](#)

Utah earned international headlines last year when a group of state biologists completing a bighorn sheep survey came upon a triangular-shaped, metal pillar in a slot canyon deep within southern Utah's red rock desert. When news of the so-called Utah monolith broke the next day, hundreds of people from across the country flocked to the canyon, located on Bureau of Land Management lands, to catch a glimpse of — and selfie with — the obelisk. The frenzy died four days later when the pillar was

BE MIGHTY

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Thank you

LIFE
UTAH
ELEVATED